

Walla Walla County
Quit Line Data Summary
January 1 - March 31, 2003

	<u>County</u>	<u>State</u>
Number of Calls to Quit Line	N = 39	N = 4,042
Percent of Statewide Calls	1.1%	100.0%
Percent of State Population in County¹	0.9%	100.0%

	<u>County %</u>	<u>State %</u>
Gender	N = 39	N = 3,581
Female	69.2%	62.2%
Male	30.8%	37.8%
Race/Ethnicity	N = 37	N = 3,087
People of Color	16.2%	12.9%
White	83.8%	87.1%
Age	N = 37	N = 3,298
Less than 18 years old	2.7%	1.8%
18 - 24 years old	16.2%	14.6%
25 - 34 years old	18.9%	23.1%
35 - 44 years old	27.0%	27.0%
45 years and older	35.1%	33.5%
Education	N = 37	N = 3,197
Did not graduate high school	18.9%	19.2%
High school graduate	27.0%	32.7%
Some college/vocational school	51.4%	36.6%
College graduate	2.7%	11.4%
Caller Type	N = 39	N = 3,656
General Information	5.1%	9.4%
Health care provider	2.6%	3.2%
Tobacco user	92.3%	87.4%
Payer Type	N = 25	N = 2,529
Insured	28.0%	36.7%
Uninsured	28.0%	29.6%
Medicaid	44.0%	33.7%
Heard About	N = 35	N = 3,148
Past caller	5.7%	9.1%
Employer/worksites	0.0%	0.7%
Health care provider	25.7%	24.8%
Television	25.7%	18.3%
Outdoor advertisement (billboard/bus/wall)	0.0%	4.9%
Targeted mailing	0.0%	0.2%
Great Start	0.0%	0.1%
Radio	5.7%	1.9%
Newspaper/Magazine	0.0%	2.5%
Brochure/Newsletter	2.9%	8.2%
Family or friend	31.4%	24.2%
Health Department	2.9%	4.5%
School	0.0%	0.7%